

CHAPTER 13  
OPERATION OF STATE LIQUOR STORES

[Prior to 10/8/86, Beer and Liquor Control Department[150]]

**185—13.1(123)\* Necessity of customers in state liquor stores signing a verification of eligibility to purchase form.** Each time an employee of a state liquor store believes it necessary to ask a customer to produce an I.D. because the employee questions whether the customer is of legal age, the employee must also require the customer to fill out a “Verification Of Eligibility To Purchase Alcoholic Beverages in Iowa” form even if the customer produces an I.D. which says the customer is of legal age. Liquor stores shall keep the completed forms and make the forms available for public inspection.

This rule is intended to implement Iowa Code section 123.21, subsection 5.

**185—13.2(123) Liquor mailgrams.** The division’s liquor stores are not to accept from liquor mailgram companies any checks, including traveler’s checks, as payment for alcoholic beverages being purchased as gifts for recipients, nor can the liquor stores call the recipients for the mailgram companies. Liquor mailgram companies may, however, send traveler’s checks payable to the division directly to the recipients, and the division’s liquor stores may accept the traveler’s checks from the recipients as payment for alcoholic beverages.

This rule is intended to implement Iowa Code section 123.21(1).

**185—13.3(123) Point-of-sale advertising.**

**13.3(1) Purpose of scope.** This rule shall pertain to and govern the policies and practices of this division in the establishment of policy pertaining to the selection and placement of point-of-sale advertising.

**13.3(2) Definition.** Point-of-sale (POS) advertising material is that material which is furnished by suppliers for the purpose of promoting their products within the confines of the state liquor stores. This material will consist of, but not be limited to, such items as advertising cards for case stacking, display racks, bins, tubs, signs, banners, etc.

**13.3(3) Products division responsibility.** It will be the responsibility of the products division to:

- a. Notify all suppliers of this policy, in writing.
- b. Establish time frames and deadlines for the submission of POS material and ultimate delivery dates for approved material.
- c. Receive and store all materials submitted.
- d. Notify those suppliers whose material has been authorized.
- e. Distribute all approved material to the stores.
- f. Maintain records of sample material reflecting the name of the supplier and the products to be advertised.
- g. Maintain a list of approved material.

**13.3(4) Store operations division responsibility.** It will be the responsibility of the store operations division to:

- a. Give advance notice to stores, which will include information regarding the approved material and approximate date material can be expected.
- b. Prepare a form for inclusion with each shipment which will contain the following information:
  1. Product to be promoted.
  2. Date promotion begins and ends.
  3. Location of display.
  4. Any other pertinent information.

\*Formerly rule 150—4.32(123), renumbered 150—13.1(123) effective 11/14/84.

c. Make every effort to ensure uniformity throughout the system on the display of these materials. Store managers will keep the displays in a neat and orderly appearance, and will keep them well-stocked as necessary.

Participation by selected stores will be mandatory and store operations division district managers will make the displays an item to be checked during regular store visits.

This rule is intended to implement Iowa Code section 123.51.

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